

MINUTES
ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE MEETING
1300 NE Village Street
Fairview, OR 97024
March 20, 2014

PRESENT:

Dean Hurford, Chair
Renaye Delano, Vice Chair
Jeff Anderson
Jeff Townsend
Cllr. Ted Tosterud, Council Liaison

ABSENT:

George Lingelbach (excused)
Henry Pelfrey (excused)
Brenda Ziegler (excused)
Cllr. Dan Kreamier, Council Liaison

STAFF:

Erika Fitzgerald, Development Analyst

VISITORS:

Brian Cooper

1. CALL TO ORDER:

Chair Hurford called the meeting to order at 5:24 p.m.

2. ROLL CALL

Staff did a roll call of the committee. Henry Pelfrey, Brenda Ziegler and George Lingelbach were absent. Their absences were excused by Chair Hurford.

3. REVIEW AND ADOPT MINUTES – February 13, 2014

Chair Hurford asked the committee if they had any comments on the February meeting minutes. Vice Chair Delano made a motion to adopt the minutes. Committee member Anderson seconded the motion. The minutes were passed unanimously.

4. PUBLIC WISHING TO SPEAK ON NON-AGENDA ITEMS

Councilor Tosterud requested a few minutes to speak on a meeting that he recently attended. Chair Hurford approved the request but stated that Brian Cooper would be given the floor to speak first as he is under a time constraint.

Brian Cooper with Friends of Fairview presented the opportunity for EDAC to host a youth entrepreneur program/contest for the Fairview on the Green Festival. He explained that the program would involve contacting schools and inviting students to participate in a business plan contest. He stated that this idea is rudimentary at this point and that there are a lot of

possibilities for the program to be shaped. As the festival organizers, Friends of Fairview will donate four vendor booth spaces for the winners of the contest. EDAC would pick the four best business plans and the students would be given a \$100 gift card to sell their wares at the festival. Ideas may be similar to a lemonade stand. He stated that he is also looking to involve East Metro Economic Alliance, the local chambers of commerce and the Cascade Academy Foundation at Reynolds high school as potential partners. He stated that he would like EDAC to spearhead the program as they are the business representative group for the city and that this contest would be a good opportunity and platform for EDAC to support youth entrepreneurship.

Vice Chair Delano asked what age groups the contest would target and how the students would be grouped for the contest. Mr. Cooper stated that it is intended to target grade school and middle school students but that it could be molded in any way and that it would be up to EDAC to decide the details. Committee member Anderson summarized the outline of the program as sending out information to the schools, students present business plans, EDAC picks four winners, and the winners have booths at the festival to carry out their business plan. Mr. Cooper confirmed that that is the framework for the idea. Chair Hurford stated that EDAC will discuss the opportunity and asked if lemonade stands are legal. Mr. Cooper stated that the responsibility of following all applicable rules for the booths and making sure that all booths are in compliance would fall to the event coordinator, Friends of Fairview. Committee member Anderson asked if EDAC spearheads the contest then it would fall on members to take on the responsibility of organizing the contest. Mr. Cooper said that Friends of Fairview would help to promote the contest but that it would be the responsibility of EDAC to organize the contest.

The committee asked if there are other youth entrepreneurship programs in the area and Mr. Cooper stated not that he has found. Vice Chair Delano said that she would like to see a program for younger kids at the festival – something like a youth corner. Mr. Cooper said that there are lots of possible angles for this idea. Chair Hurford thanked Mr. Cooper for his presentation, stated that EDAC will discuss the idea, and asked when a decision would be required. Mr. Cooper stated that it would be good to have an answer soon because if EDAC does not want to take it on he will be presenting the idea to other entities. Chair Hurford stated that EDAC can provide an answer soon.

Chair Hurford then gave the floor to Councilor Tosterud to provide information on the meeting he recently attended. Councilor Tosterud gave an overview of the Greater Portland Inc. (GPI) Small Cities Consortium meeting he attended with Mayor Weatherby. The group focuses on business retention and recruitment for the region. He learned that GPI recently made 1,200 calls to large businesses which resulted in four qualified leads. The calls were made to companies in four clusters – software, clean technology, advanced manufacturing, and outdoor/athletic apparel. He also learned that GPI is focusing on business retention through a retention survey to be administered in person with the top 50 companies in the region. He suggested that Fairview City Councilors do something similar with Fairview companies in order to build better relationships.

Vice Chair Delano asked if the Consortium meets every month and if it would be valuable to have a member of EDAC attend the meetings. Councilor Tosterud replied yes, the group meets every month. Staff replied that typically a member of city staff attends the meetings

and provided the example of the community survey project which the small cities consortium is undertaking.

Chair Hurford stated that EDAC can't bring in large businesses to the City but focusses on smaller existing businesses and that it is important to keep the dialogue going on recruitment efforts. Committee member Anderson stated that the fact that Fairview is small is something that should be embraced and marketed due to the one on one service the city can provide to prospective companies. Vice Chair Delano agreed and stated that with bigger cities there are more hurdles to deal with. Committee member Townsend stated that in his experience in working with bringing companies to the Townsend Business Park, Fairview has been easy to work with and that he doesn't think it could be any better or easier. He stated that location and availability of land or buildings is key for a company looking to locate in a city. Chair Hurford thanked Councilor Tosterud for his report and stated that it is important to keep an eye on the big picture of business recruitment in the region.

5. NEW COMMITTEE RULES DISCUSSION (20 min)

Chair Hurford opened the discussion on the new committee rules. Staff distributed copies of both the rules adopted by resolution and the new Fairview Municipal Code language regarding the rules adopted by ordinance. Vice Chair Delano asked what is the difference between the documents. Chair Hurford asked staff to provide an answer. Staff responded that they largely say the same thing though the rules adopted by resolution have more detail and that City Administrator Samantha Nelson has offered to come to the next EDAC meeting to go over the rules in more detail.

Staff went through some items of note in the new rules. The City Council will be providing the committees with work plans annually in the spring or summer. Vice Chair Delano said that she has heard that if the committee wants to deviate from that work plan they have to go to Council for their approval. Staff confirmed that this is true. The new rules state that the committee chairs will be responsible for forwarding all committee recommendations directly to the Mayor and to copy the City Administrator on all recommendations. The chairs of the committees will also be required to provide quarterly updates to the Council on committee activities. Chair Hurford stated that EDAC will go through the rules and make a decision to invite City Administrator Nelson to the next meeting.

Vice Chair Delano made a motion to bring Ms. Nelson to the next meeting to discuss the rules in more detail. Committee member Anderson seconded the motion. Motion passed unanimously. Chair Hurford asked if he needed to forward this recommendation to the Mayor. Staff Fitzgerald responded that she believes she can pass the request on to Public Works Director Berry as it is not a formal recommendation to the City Council.

6. BUSINESS SURVEY FOLLOW-UP MEETINGS (5 min)

Chair Hurford asked staff to give an update on the business survey. Staff member Fitzgerald said that of the 193 surveys sent over forty have been returned and that there is a lot of good feedback in the responses. She stated that she received a call from Georgia Pacific and received feedback requesting periodic updates from the city with information that may impact local businesses. The Committee discussed the success of the survey so far and the phone calls that were made to businesses prior to the survey distribution. Vice Chair Delano

asked if the city has a map showing where larger businesses are located. Staff responded no, there is not map of the city's businesses. Vice Chair Delano said that she thinks this would be a valuable tool.

7. NEW BUSINESS (5 min)

Chair Hurford moved the new business agenda item up in the agenda in order to discuss the payment of the water bond as he thinks this is an important issue affecting businesses in the community. The committee had a detailed discussion about the upcoming vote at City Council regarding paying off the city's water bond, both sides of the argument and the possible implications of this vote. Chair Hurford asked Councilor Tosterud to give more details about discussions that the Council has had regarding this topic. Councilor Tosterud gave detailed information from past discussions regarding the water bond. He stated that the item will be on the next City Council agenda on April 2nd. Chair Hurford asked committee members if EDAC is in favor the City paying off the water bond. Committee members responded yes and that they think that it is the fiscally responsible choice. Chair Hurford thanked Chair Tosterud for providing the information and that he believes it is critical for EDAC to be aware of the issue. Vice Chair Delano asked how the committee will be aware if the issue passes at City Council. Councilor Tosterud indicated that he believes an article will be published in the city newsletter. Chair Hurford added that it should be reflected in the water rates.

8. HALSEY CORRIDOR PROJECT DISCUSSION (30 min)

Chair Hurford introduced the Halsey Street corridor project discussion. He stated that he met with Wood Village Mayor Patricia Smith and that she is in support of the project along with Troutdale Mayor Doug Doust. He stated that the first step will be to approach the cities again and encouraging them to create their own economic development committees. A Halsey Corridor Project committee can then be formed which would be made up of a City Councilor from each city, staff from each city and members from each EDAC. He requested that committee members consider a draft motion to council asking for the authority to move forward with this strategy. Staff distributed the draft motion:

EDAC recommends that the Fairview City Council give EDAC the authority to approach elected officials and staff from the cities of Wood Village and Troutdale regarding the Halsey Street Corridor Project concept. This proposed project will be a consolidated approach to develop a combined vision for the future development of the Halsey Street corridor spanning the three cities of Fairview, Wood Village and Troutdale.

EDAC requests an endorsement from City Council to allow EDAC to advocate for the expedited creation of economic development advisory committees in the cities of Wood Village and Troutdale and the formation of a Halsey Street Corridor project development committee. As proposed the committee will comprise the following members:

- 2 business representatives from each of the cities of Fairview, Troutdale and Wood Village
- 1 City Council liaison from each city
- A staff representative from each city

At some point in the future the committee will be expanded to also include representatives from:

- Multnomah County
- Port of Portland
- Other related stakeholders/agencies

The committee members discussed more details of the approach and the importance of maintaining individual economic development committees at each city in order to protect the identities of each city as well as the individual needs of each city and each EDAC would still be responsible to their respective City Council. This approach would co-mingle members of each EDAC. Committee member Anderson stated that this is a great idea to help facilitate coordination on the Halsey corridor project and future projects down the road. Vice Chair Delano asked if the combined corridor project could take away from the individual identities of the three cities. Chair Hurford responded that no, that he believes the mentality of working together is important, that the project won't negatively affect each cities' identities and that this project provides an important jumping off point to improving the dialogue between the three cities.

Vice Chair Delano made a motion to forward the recommendation to the City Council. Committee member Townsend seconded the motion. The motion passed unanimously.

Jeff Townsend made a motion to forward a recommendation from EDAC to the City Council to approve paying off the water bond. Vice Chair Delano seconded the motion. The motion passed unanimously.

9. STAFF UPDATES (5 min)

Chair Hurford asked staff to provide updates. Staff member Fitzgerald informed the committee that she will no longer be working for the City of Fairview and has accepted a position as Economic Development Specialist with the City of Gresham. The committee members thanked her for her work with the committee and wished her well.

Staff also informed the committee that all future meetings will be held in Council Chambers. Committee member Anderson asked about the reason for the change. Vice Chair Delano stated that it will facilitate the separation between the committee members and visitors and staff indicated that security concerns were also a factor.

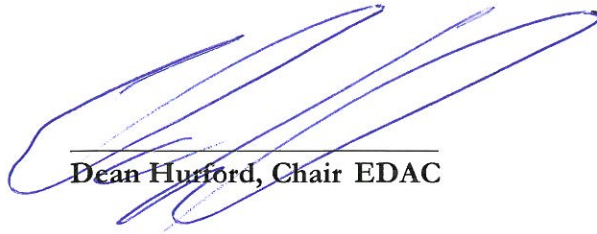
10. TENTATIVE AGENDA ITEMS – April 10, 2014

Chair Hurford asked for any additional new business or tentative agenda items from the committee members. Vice Chair Delano gave an update on upcoming events the Arts Committee is working on. Chair Hurford asked about budgets for arts in other communities and stated that he was interested in how Troutdale incorporates arts into their budget.

No tentative agenda items were discussed.

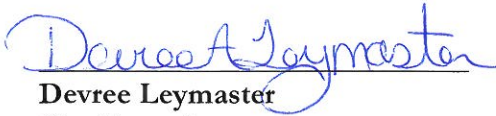
10. ADJOURNMENT

Chair Hurford adjourned the meeting at 6:43 p.m.



Dean Hurford, Chair EDAC

4/10/14
Date



**Devree Leymaster
City Recorder**

4-10-14
Date

**Minutes Prepared by:
Erika Fitzgerald
Development Analyst, Public Works Department**